

Serial No.: 09/586,387
Filing Date: June 20, 2000
Amendment dated October 13, 2004
Reply to Office Action of July 14, 2004

Amendments to the Specification:

Please replace the paragraph beginning on page 1, line 24, with the following amended paragraph:

U.S. Patent Application Serial No. [[__/__,__]] 09/586,393 (Attorney Docket No. A-69257/RMA), filed [[__ __]] June 2, 2000 and entitled *System, Method, and Business Operating Model for Optimizing The Performance of Advertisements and Other Messages In An Interactive Measurable Medium*; U.S. Patent Application Serial No. [[__/__,__]] 09/586,394 [(Attorney Docket No. A-68760/RMA[/LXM])], filed [[__ __]] June 2, 2000 and entitled *System and Method for Optimizing the Performance of Email and Other Message Campaigns*; and U.S. Patent Application Serial No. 60/173,689 filed 12/29/99 and entitled *Optimizing the Performance of Emails*, are related applications each of which is hereby incorporated by reference.

Please replace the paragraph beginning on page 12, line 19, with the following amended paragraph:

One embodiment of the inventive optimization method may be utilized in conjunction with a system and method for optimizing the performance of messages, embodiments of that are described in United States Patent Application Serial No. [[__/__,__]] 09/586,393 [(Attorney Docket No. A-69257/RMA)], filed [[__ May]] June 2, 2000 and entitled *System, Method, and Business Operating Model for Optimizing The Performance of Advertisements and Other Messages In An Interactive Measurable Medium*, which is hereby incorporated by reference. The inventive optimization method and algorithm may also be utilized in conjunction with a system and method for improving the performance of electronic mail and electronic mail systems, embodiments of which are described in United States Patent Application Serial No. [[__/__,__]] 09/586,394 [(Attorney Docket No. A-68760/RMA[/LXM])], filed [[__ May]] June 2, 2000 and entitled *System and Method for Optimizing The Performance of Email and Other Message Campaigns*, which is hereby incorporated by reference. However, those workers having ordinary skill in the art in light of the description provided here will appreciate that the invention is not limited to these particular exemplary applications[[],].

Please replace the paragraph beginning on page 13, line 19, with the following amended paragraph:

In one aspect, the invention provides a system for optimizing ads or other messages in an interactive measurable medium and automating the configuration of an ad server system in a larger interactive medium, such as the internet. The system includes an optimizing engine typically within a server of conventional type having a processor, a memory coupled to the processor, and a local data storage, along with input/output and other network communication devices for communicating data and commands to other computers or information appliances. The optimization engine that implements the inventive optimization procedure in software takes as input an ad performance report or other performance data and generates configuration parameters for the optimal placement and targeting of ads. In one embodiment, it loads the performance reports from a database and stores the parameter values into the database. The database stores user-configured information, optimization engine generated configuration and the performance reports from the ad server system. An advertising server interaction service is operative to load performance reports from the ad server system and store them in the database as well as taking user or optimization engine generated settings and setting them into the ad server system. In the system implementation, the user interface allows the user to enter campaign data and specifications about the optimization. Additional features of such a system are described in United States Patent Application Serial No. [____/____,____] 09,586,393 [(Attorney Docket No. A-69257/RMA)], filed [____ May] June 2, 2000 and entitled *System, Method, and Business Operating Model for Optimizing The Performance of Advertisements and Other Messages In An Interactive Measurable Medium*.

Please replace the paragraph beginning on page 28, line 20, with the following amended paragraph:

Email is an important medium for advertising and marketing. Many businesses now readily use email to acquire new customers, build brands, advertise and promote products, measure consumer satisfaction and manage customer relationships. A typical email campaign involves sending emails to each address on a list of recipients. The list may typically be bought or otherwise acquired from an outside firm or collected internally over a period of time. The procedures and algorithms developed above can be easily extended for optimizing the responses generated by emails. A system and method for improving the performance of Emails is described in United States Patent Application Serial No. [____/____,____] 09,586,394 [(Attorney

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Docket No. A-68760/RMA[/LXM]]], filed [[__ May]] June 2, 2000 and entitled *System and Method for Optimizing The Performance of Email and Other Message Campaigns*, which is hereby incorporated by reference.